

Message Text

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PAGE 01 STATE 049005
ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 EB-08 USIA-15 /034 R

DRAFTED BY COM/BIC/OIM/LGARGES/CS/DFH
APPROVED BY EB/OCA/CM/JREILLY
COM/BIC/OIM/JBLOW/CMM/BRAZIL
COM/BIC/OIM/CGENDREAU
COM/USTS/WTOLSON(DRAFT)
COM/BIC/OIM/JTDOYLE/AD/EM
STATE/ARA/BR/TSHUGART(PHONE)
STATE/EB/OCA/CM/JREILLY
STATE/ECP/LA/SRICHARDSON
USIA/MJASKIEWICZ(DRAFT)

-----060221 044085 /73

R 042308Z MAR 77
FM SECSTATE WASHDC
TO AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO

UNCLAS STATE 049005

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: FY 1977 COUNTRY COMMERCIAL PROGRAM

REF: BRASILIA 1062

1. WCAG HIGHLY GRATIFIED THAT CCAG MEETING DECIDED ALL
ELEMENTS OF THE COUNTRY TEAM, INCLUDING CONSTITUENT POSTS,
SHOULD GIVE FULL SUPPORT TO ACTIVITIES OF THE TRADE CENTER
TO ENSURE SUCCESSFUL START.

2. WCAG PLEASED TO NOTE CCAG BELIEVES PROCESS CONTROL IN-
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STRUMENTATION CAMPAIGN, HIGHLIGHTED BY SEPTEMBER TRADE
CENTER EXHIBITION, SHOULD BE A SUCCESS. FOREIGN SERVICE
DID EXCELLENT JOB IN QUICKLY PREPARING NEEDED MARKET RE-
SEARCH ON PCI.

3. BIOMEDICAL EQUIPMENT CAMPAIGN PROCEEDING WELL AND
MARKET RESEARCH'S POSITIVE FINDINGS GIVE PROMISE THIS

CAMPAIGN WILL BE VERY FRUITFUL.

4. WCAG WOULD APPRECIATE FULLER REPORT ON PROGRESS IN CAMPAIGN FIVE, AGRIBUSINESS, NEXT QUARTER, INCLUDING ACTIONS TO BE COMPLETED IN FIRST QUARTER AND NOT YET REPORTED ON BY CCAG.

5. CCAG REVIEW OF INCREASED IMPORTANCE OF COMMERCIAL BULLETIN WITH ADVENT TRADE CENTER VERY TIMELY. CONCUR THAT COMMERCIAL COUNSELOR SHOULD BE CONSULTED CLOSELY WITH RESPECT TO CONTENTS EACH ISSUE BEFORE PUBLICATION. ALSO CONCUR THAT COMMERCIAL BULLETIN SHOULD ACTIVELY PROMOTE THE TRADE CENTER AND ITS EXHIBITIONS.

6. WCAG PUZZLED BY INFO CONTAINED REFTTEL ON THIRD PETRO-CHEMICAL POLE, AS U.S. FIRMS ARE VERY INTERESTED IN UP-COMING SECOND STAGE PROJECTS. WOULD APPRECIATE DILIGENT EFFORT ON SECOND STAGE PROJECTS, WITH PARTICULAR ATTENTION TO SUPPORT OF U.S. EFFORTS TO OBTAIN ENGINEERING CONTRACTS. WOULD ALSO APPRECIATE ASAP REPORT ON STATUS OF OVERALL PROJECT WITH EMPHASIS ON SECOND STAGE PLANTS.

7. CONCUR WITH CCAG RECOMMENDATION THAT DIRECT REDUCTION TECHNOLOGY CONFERENCE BE CARRIED OVER INTO FY 1978.

8. WCAG PLEASED TO NOTE CCAG PLANS DESPITE GOB RESTRICTIONS TO EMPHASIZE THE TRAVEL USA PRIORITY ACTIVITY, ESPECIALLY TRAVEL TO THE U.S. OF STUDENTS AND BUSINESSMEN. USTS ANALYSIS SUPPORTS CCAG'S VIEW AS BRAZILIAN BUSINESS UNCLASSIFIED

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TRAVEL TO THE U.S. WAS UP 14 PERCENT IN THE LAST HALF OF 1976 COMPARED WITH THE FIRST HALF OF THE YEAR (TOTAL TRAVEL WAS DOWN 21 PERCENT). IN 1976 BRAZIL WAS THE TENTH LARGEST SOURCE OF VISITORS TO THE U.S., WITH 105,424 VISITORS. USTS RECOMMENDS THAT THE PLANNED EMPHASIS SHOULD INCLUDE PROGRAMS TO PROMOTE ATTENDANCE AT CONVENTIONS AND TRADE SHOWS HELD IN THE U.S.; TO PROMOTE PRE- AND POST-CONVENTION TOURS AND TRAVEL; TO PROMOTE PRE- AND POST-TRADE SHOW TOURS AND TRAVEL; AND TO PROMOTE INCENTIVE TRAVEL.

9. TRADE CENTER STAFFING QUESTION WILL BE COVERED SEPTTEL.

CHRISTOPHER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
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Drafter: BIC/OIM/LGARGES/CS/DFH
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Line Count: 111
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Litigation History:
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Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 BRASILIA 1062
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3201929
Secure: OPEN
Status: NATIVE
Subject: FY 1977 COUNTRY COMMERCIAL PROGRAM
TAGS: BEXP, BR
To: BRASILIA RIO DE JANEIRO MULTIPLE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/5ca5adbd-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009